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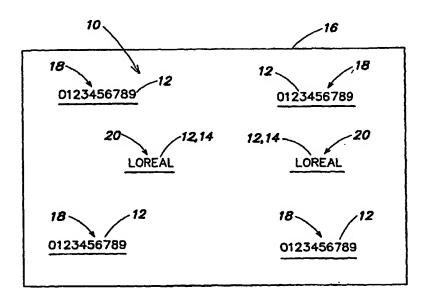
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(54) Title: AUTHENTICATION MARK FOR A PRODUCT OR PRODUCT PACKAGE



(57) Abstract: The invention relates to an authentication mark (10) for application to a product or product packaging that allows a consumer to at least partially determine whether the product or product packaging is authentic. The authentication mark (10) comprises a first image (110, 210) that a consumer can change between a first state and a second state. The mark (10) may also include a second image (24, 124), which may only be verified by using a detection device. The first (110, 210) and second images (24, 124), may be applied in one or more locations on the product or product packaging and may completely overlie or partially intersect one another or be on distinct portions of product or product package.



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